



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Sena Kozar Strategies
1322 G ST SE
WASHINGTON, DC 20003-3021

Contract # 5023828

Schedule Dates 10/12/21-10/18/21
Advertiser Hala Ayala for Lt Gov-D (141761)
Agency Sena Kozar Strategies (19658)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Candidate (1011043)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 1279/1323/10480
Account Types National/Political Candidate Agency BRD
Billing Type Standard
Comments Separation: 30

Date Entered 10/08/21
Last Modified 10/08/21
Entered By Mark Afshar
CO-OP No
External # 11037756
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,912.50
Net Total \$44,837.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	68	\$52,750.00
Grand Total:	68	\$52,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			1	1	1	1			4	\$525.00	\$2,100.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/8/21
2.0	Normal Line / SPOT	10/13/21-10/14/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM				1	1				2	\$600.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21
3.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			1	1	1	1			4	\$900.00	\$3,600.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21
4.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	6:58:46P- Wheel Of Fortune			1	1	1	1			4	\$1,800.00	\$7,200.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/8/21
5.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	7:29:26P- Jeopardy			1	1	1	1			4	\$2,600.00	\$10,400.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/8/21

CONFIRMATION CONTRACT

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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6.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart RT GMA-SATURDAY(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/8/21
7.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$325.00	\$325.00	Washington (WJLA)	Daypart RT GMW SAT 8-9A(Agency)-4Q21 (sell)	10/8/21
8.0	Normal Line / SPOT	10/16/21-10/16/21	2	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart RT GMA SAT 9-10A(Agency)-4Q21 (sell)	10/8/21
9.0	Normal Line / SPOT	10/16/21-10/16/21	3	:30	7P- Wheel Of Fortune Wknd							1		1	\$700.00	\$700.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE- WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE	10/8/21
10.0	Normal Line / SPOT	10/16/21-10/16/21	3	:30	7:30P- Jeopardy Wknd							1		1	\$900.00	\$900.00	Washington (WJLA)	Daypart PA JEOPARDY-WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	10/8/21
11.0	Normal Line / SPOT	10/16/21-10/16/21	3	:30	11P- 12A (EST)							1		1	\$250.00	\$250.00	Washington (WJLA)	Daypart RT ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	10/8/21

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12.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	7A- 8A (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/8/21
13.0	Normal Line / SPOT	10/17/21-10/17/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 730AM								1	1	\$100.00	\$100.00	Washington (WJLA)	Daypart RT GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	10/8/21
14.0	Normal Line / SPOT	10/17/21-10/17/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$450.00	\$450.00	Washington (WJLA)	Daypart RT GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	10/8/21
15.0	Normal Line / SPOT	10/17/21-10/17/21	2	:30	6P- 7P (EST)								1	1	\$525.00	\$525.00	Washington (WJLA)	Daypart EN 6P WEEKEND NEWS(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21
16.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	8A- 9A (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/8/21

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17.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	9A- Live with Kelly			1	1	1	1			4	\$300.00	\$1,200.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/8/21
18.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	10A- News-Good Morning Washington at 10a			1	1	1	1			4	\$250.00	\$1,000.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/8/21
19.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	10:58:25A- ABC-The View			1	1	1	1			4	\$525.00	\$2,100.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/8/21
20.0	Normal Line / SPOT	10/12/21-10/15/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			1	1	1	1			4	\$400.00	\$1,600.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/8/21
21.0	Normal Line / SPOT	10/12/21-10/15/21	3	:30	2P- ABC-General Hospital			1			1			2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/8/21

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22.0	Normal Line / SPOT	10/12/21-10/14/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM			1		1				2	\$400.00	\$800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21
23.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/8/21
24.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		1							1	\$600.00	\$600.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21
25.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$900.00	\$900.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21
26.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	6:58:46P- Wheel Of Fortune		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/8/21

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27.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	7:29:26P- Jeopardy		1							1	\$2,600.00	\$2,600.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/8/21
28.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	7A- 8A (EST)		1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/8/21
29.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	8A- 9A (EST)		1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/8/21
30.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	9A- Live with Kelly		1							1	\$300.00	\$300.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY 8amp; RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/8/21
31.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	10A- News-Good Morning Washington at 10a		1							1	\$250.00	\$250.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/8/21

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32.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	10:58:25A- ABC-The View		1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/8/21
33.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1							1	\$400.00	\$400.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/8/21
34.0	Normal Line / SPOT	10/18/21-10/18/21	3	:30	2P- ABC-General Hospital		1							1	\$400.00	\$400.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/8/21
35.0	Normal Line / SPOT	10/18/21-10/18/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		1							1	\$400.00	\$400.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/8/21

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